



# CITY COUNCIL BUSINESS PLAN FY2015 Goals and Objectives

#### CITY COUNCIL VISION STATEMENT

DeSoto, an internationally known All-America City, is rich in history and education, where people come to live, work and play in a prosperous, attractive, culturally-inclusive community that is a destination for arts, family entertainment and sports.

The following items are included in the FY2015 goals and objectives for the City:

#### **GOAL 1) ENHANCE THE QUALITY OF LIFE IN DESOTO**

- A. Collaborate with Best Southwest Cities and transportation authorities for public transportation services, such as a trolley or shuttle.
  - Host a meeting with the Best Southwest Cities to update the region and pose possible collaborative efforts.
     CITY COUNCIL, PUBLIC INFORMATION OFFICER
  - 2. Host a Town Hall Meeting to update the public about ongoing Best Southwest transportation efforts.

    CITY COUNCIL, PUBLIC INFORMATION OFFICER
  - 3. Explore the feasibility of implementing elements of the Transit Study. CITY COUNCIL, PARKS & RECREATION
  - 4. Explore funding and/or grant opportunities.
    - a. Contact Federal officials regarding possible funding assistance.

CITY COUNCIL

- b. Contact legislators to inquire about grant opportunities. CITY COUNCIL
- 5. Explore and implement a pilot transportation program, targeting the senior citizen and disabled population.
  - a. Seek private partnerships within the region.
    - 1. Care Flight paid transportation service
    - Fee-based shuttle service
  - b. Seek faith-based partnerships within the region.

CITY COUNCIL, ALL DEPARTMENTS (Quarters 1-4)

- B. Continue DeSoto's online presence through the City website and socialnetworking sites, to improve communication and promote our image as a progressive All-America City.
  - 1. Explore mobile application opportunities via push-notification technology.
  - Explore uses for Quick Response (QR) Codes.
  - 3. Frequently review the City website to ensure information is current and accurate.
  - 4. Expand opportunities for use of "Notify Me" email and/or text notifications sent via the City website.

ALL DEPARTMENTS (Quarters 1-4)

- C. Increase the value of commercial assets through new development and redevelopment.
  - 1. Encourage development of the Central Park Plaza node of the Hampton Road Redevelopment Plan.
    - a. Research feasibility of acquiring land in the proposed Central Park Plaza area.
  - 2. Encourage development on the remaining undeveloped areas at the intersection of Belt Line Road and Westmoreland Road. Facilitate growth and development in the Northwest Medical District.
  - 3. Support the effort to attract new retail tenants to the Town Center Project.
  - 4. Provide assistance, as appropriate, for the redevelopment of the areas along the Hampton Road Corridor.
  - 5. Encourage potential developers to acquire or retrofit the former Kmart building.
  - 6. Assist in the development of a civic/events center.
  - 7. Explore commercial, retail and industrial businesses on which to focus for City-wide economic development.
  - 8. Provide, as appropriate, assistance for the continued development around the heliport area.

DESOTO ECONOMIC DEVELOPMENT CORPORATION, CITY COUNCIL, CITY MANAGER'S OFFICE (Quarters 1-4)

- D. Seek employment-focused economic development.
  - 1. Host job fairs.
  - 2. Publish announcements in the City Lights Newsletter and the DeSoto Economic Development Corporation website.
  - 3. Advertise announcements on City median marquis.

    DESOTO ECONOMIC DEVELOPMENT CORPORATION, PUBLIC INFORMATION OFFICER (Quarters 1-4)
- E. Explore youth employment/career opportunities.
  - 1. Continue to support the Library Teen Summit/Job Fair.
  - 2. Continue to support the Parks & Recreation Youth Career Camp effort, as part of the Summertime on Belt Line Program.
  - 3. Form new partnerships for mentoring, job training, and employment.
  - 4. Host the Mayor for a Day, Police Chief for a Day, Municipal Judge for a Day, and Fire Chief for a Day Programs.

MAYOR, LIBRARY, PARKS & RECREATION, POLICE DEPARTMENT, FIRE DEPARTMENT, AND MUNICIPAL COURT (Quarters 1-4)

## GOAL 2) ENCOURAGE CONTINUED CITY DEVELOPMENT AND THE PROMOTION OF SMART GROWTH

- A. Complete the Comprehensive Plan update.
  - Continue Steering Committee meetings.
  - 2. Host work sessions between the City Council and the Planning & Zoning Commission.
  - 3. Present the revised Comprehensive Plan for Council consideration.

    CITY COUNCIL, PLANNING & ZONING COMMISSION, AND

    DEVELOPMENT SERVICES (Quarters 1-4)

#### GOAL 3) ENCOURAGE REGIONAL ECONOMIC DEVELOPMENT

- A. Explore the possibilities of a TIF agreement with Dallas County for the area along the I-35 corridor.
  - 1. Pose to Dallas County the idea and request their lead in the discussions with other entities.

CITY COUNCIL, DESOTO ECONOMIC DEVELOPMENT CORPORATION (Quarters 1-4)

## GOAL 4) MAINTAIN DESOTO AS A SAFE, CLEAN, AND ATTRACTIVE COMMUNITY

- A. Develop and update the 2016-2020 Capital Improvement Plan.

  CITY COUNCIL, CITY MANAGER'S OFFICE, DEVELOPMENT SERVICES

  (Quarters 1-4)
- B. Implement the FY2015 Capital Improvement Plan. DEVELOPMENT SERVICES (Quarters 1-4)
- C. Explore a matching-grant program with homeowners' associations for the installation of solar-powered, lighted residential street signs.

  ASSISTANT CITY MANAGER COMMUNITY INITIATIVES (Quarters 1-3)
- D. Develop a plan for creating a child-focused area in the Library. *LIBRARY (Quarters 1-4)*
- E. Install direction kiosks on Town Center property. DEVELOPMENT SERVICES (Quarter 1)
- F. Create an incentive program that assists Hampton Road businesses with façade and exterior upgrades.

  DESOTO ECONOMIC DEVELOPMENT CORPORATION (Quarters 1-4)
- G. Create a grant program for residential fence improvements along major thoroughfares.

ASSISTANT CITY MANAGER - COMMUNITY INITIATIVES, CODE ENFORCEMENT, AND DEVELOPMENT SERVICES (Quarters 1-4)

- H. Explore the feasibility of placing vinyl fencing along major thoroughfares. DEVELOPMENT SERVICES, CODE ENFORCEMENT (Quarters 1-4)
- I. Develop and implement a Domestic Violence Awareness and Prevention Program.
  - Approve a Resolution to create a Domestic Violence Advisory Committee.
  - 2. Appoint a seven-member Domestic Violence Advisory Committee.
  - 3. Plan and host a Domestic Violence Symposium in October 2014.
  - 4. Develop and approve a two-year Domestic Violence Strategic Plan. CITY COUNCIL, POLICE DEPARTMENT (Quarters 1-4)

#### GOAL 5) RECOGNIZE, PRESERVE AND CELEBRATE DESOTO'S HISTORY

- A. Capture and provide to the public DeSoto's history (other than Nance Farm).
  - 1. Update the Juneteenth booklet.

    DESOTO, TEXAS HISTORICAL FOUNDATION BOARD (Quarters 1-3)
  - Videotape a Focus on DeSoto Today session that showcases the contributions of DeSoto citizens.
     MAYOR, PUBLIC INFORMATION OFFICER (Quarters 1-4)
- B. Continue the partnership with the Texas State Archive.

  DESOTO, TEXAS HISTORICAL FOUNDATION BOARD (Quarters 1-4)
- C. Host a joint meeting with the DeSoto City Council and the Historical Foundation Board, to discuss future plans for the Nance Farm property.

  CITY COUNCIL, DESOTO, TEXAS HISTORICAL FOUNDATION BOARD, AND CITY MANAGER'S OFFICE (Quarter 1-2)
- D. Host at least two community events at Nance Farm, to expose the venue to DeSoto citizens and the Best Southwest.

  DESOTO, TEXAS HISTORICAL FOUNDATION BOARD (Quarters 1-4)

#### GOAL 6) MAINTAIN A QUALITY WORKPLACE FOR EMPLOYEES

- A. The City Council will host an employee appreciation luncheon in the spring of 2015.

  CITY COUNCIL (Quarters 2-3)
- B. Continue to enhance the Employee Wellness Program to encourage employee fitness and health improvements.

  HUMAN RESOURCES (Quarters 1-4)
- GOAL 7) CONTINUE LEADERSHIP ROLE IN COLLABORATIVE EFFORTS IN COMMUNITY DEVELOPMENT WITHIN THE REGION

A. Continue discussions regarding the Regional Economic Development Initiative with the Best Southwest Partnership.

CITY COUNCIL, DESOTO ECONOMIC DEVELOPMENT CORPORATION BOARD (Quarters 1-4)

## GOAL 8) BECOME A DESTINATION FOR ARTS, FAMILY ENTERTAINMENT AND SPORTS

A. Continue partnerships with the Convention and Visitors Bureau (Chamber of Commerce) and hoteliers to develop a regional audience for events taking place in City of DeSoto facilities.

PUBLIC INFORMATION OFFICER, PARKS AND RECREATION (Quarters 1-4)

 Install signage at the BMX facility to clearly depict the City of DeSoto name.

PARKS AND RECREATION (Quarter 1)

B. Collaborate with the DeSoto Economic Development Corporation, the DeSoto Independent School District, and private entities to construct a natatorium in DeSoto.

CITY COUNCIL, DESOTO ECONOMIC DEVELOPMENT CORPORATION (Quarters 1-4)

- C. Explore an entertainment venue that will target youth-focused events.
  - 1. Explore the feasibility of establishing a skate park.

    DESOTO ECONOMIC DEVELOPMENT CORPORATION (Quarters 1-4)
- D. Explore a movie-grill type venue.

  DESOTO ECONOMIC DEVELOPMENT CORPORATION (Quarters 1-4)

#### GOAL 9) BUILD A STRONGER SENSE OF COMMUNITY

- A. Increase involvement of the Veterans Affairs Committee.

  MAYOR, CITY SECRETARY, PUBLIC INFORMATION OFFICER (Quarters 1-4)
- B. Consider the construction of a memorial display (i.e., a memorial park).

  CITY COUNCIL, PARKS & RECREATION, CITY SECRETARY, PUBLIC INFORMATION OFFICER, DESOTO TEXAS HISTORICAL FOUNDATION BOARD (Quarters 1-4)
- C. Increase awareness of the community (master) calendar and encourage its widespread use.
  - 1. Consider adding to the City website a link for the Chamber of Commerce community calendar.

PUBLIC INFORMATION OFFICER, DESOTO CHAMBER OF COMMERCE, INFORMATION TECHNOLOGY (Quarters 1-4)

D. Recognize and celebrate the service of volunteers in the DeSoto community.

ALL DEPARTMENTS (Quarters 1-4)

- E. Increase City Councilmember participation in neighborhood associations. CITY COUNCIL (Quarters 1-4)
  - Provide to each Councilmember a list of associations within each Council District.

ASSISTANT CITY MANAGER - COMMUNITY INITIATIVES (Quarter 1)

#### GOAL 10) ENHANCE STRATEGIES FOR MARKETING THE DESOTO COMMUNITY

- A. Create press releases to promote good news in the City.

  ALL DEPARTMENTS, PUBLIC INFORMATION OFFICER (Quarters 1-4)
- B. Continue to work with a professional marketing firm.
  - Create a Marketing Plan and implementation strategy.
     DESOTO ECONOMIC DEVELOPMENT CORPORATION,
     ASSISTANT CITY MANAGER ADMINISTRATION, PUBLIC INFORMATION OFFICER (Quarter 1)
  - 2. Construct an electronic LED billboard and negotiate an in-kind land lease along the Interstate 35 thoroughfare.
    - Seek preliminary commitments totaling at least \$100,000 from advertisement clients.

CITY COUNCIL, DEVELOPMENT SERVICES, PUBLIC INFORMATION OFFICER, CITY MANAGER'S OFFICE (Quarters 1-4)

#### **GOAL 11) MAINTAIN MUNICIPAL TRANSPARENCY**

A. Continue to provide ethics training for elected officials, appointed officials and City employees.

CITY COUNCIL, ALL BOARDS AND COMMISSIONS, ALL DEPARTMENTS (Quarters 1-4)

- B. Implement the policy for the proper use of the social media by elected and appointed officials, as well as City employees.

  CITY SECRETARY, CITY COUNCIL (Quarters 1-4)
- C. Implement a hotline, offering an avenue for reporting fraud. AUDIT AND FINANCE COMMITTEE (Quarters 1-2)

## GOAL 12) FOSTER INTERNATIONAL BUSINESS AND EDUCATION RELATIONSHIPS

- A. Continue to explore opportunities through Sister Cities International.
  - 1. Select and enter into an agreement with a friendship and/or sister city.

CITY COUNCIL, CITY SECRETARY'S OFFICE (Quarters 1-4)